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PRESS RELEASE

V-ZUG at EuroCucina - embarking on the future with Swiss roots

Strong roots enable healthy growth: the premium appliance brand V-ZUG presents itself for the first time at EuroCucina Milano, with a booth inspired by its Swiss origin and values.

Rooted in the heart of Switzerland, the premium brand V-ZUG stands for Swiss perfection for your home. With a passion for details, this innovative company develops and builds premium kitchen and textile care appliances. Employees at V-ZUG aim for perfection by focusing on details, each colleague works with great dedication and passion to create outstanding products. Alberto Bertoz, Managing Director of the International Unit: *"We want our appliances to offer unique experiences and perfect results, while being a full representation of Swissness, hence focusing on high quality materials, seamless integration with a sleek refined design, durability and sustainability. At the same time, we aim to be as close as possible to our partners and customers, being acknowledged as the benchmark for service in the industry"*. This is what V-ZUG understands by Swiss perfection - a promise that goes back to the roots of being true representation of Swiss innovation, manufacturing and service.

The Swiss boutique manufacturer now available around the world

This progressive company has stood for innovation, precision and quality for over 100 years. What was once a craftsman's business who grew to become Switzerland's preferred brand for home appliances, since 2009 has embarked in a sustainable expansion plan, having now flagship showrooms in metropolis as Shanghai, Hong Kong, Singapore and Melbourne, while having just announced the opening during 2020 of new showrooms in Beijing and Munich. The Swiss market leader employs around 1,700 people and is now present in 18 countries worldwide.





Commitment to sustainable production, in Switzerland

Out of conviction - and as the only company in the industry - the home appliance manufacturer develops and produces in Zug, Switzerland. And this will remain so in the future, explains Heinz Buhofer, CEO of V-ZUG: *"With the visionary project 'Technology Cluster Zug', we are working together with the city of Zug to secure Switzerland's long-term position as an industrial and production location. The project combines cutting edge concepts and technology in the sustainable development of the site into an innovation hub. By 2033, our office and factory complex will have undergone a transformation that will strengthen our company, the location of Zug and Switzerland as a centre for innovation. Short-term, we have an ambitious target for our manufacturing in Zug to be completely CO2 neutral by 2021; we are already using electricity from Swiss hydropower and solar power, as we operate large photovoltaic systems at our ZUGgate logistics centre".*

What awaits visitors

From 16 – 21 June 2020, visitors at EuroCucina will see for themselves the top Swiss quality and elegant design. Next to V-ZUG's existing hero products such as the world exclusive textile care system Refresh Butler visitors will also see the company's newest products in high end cooling and dishwashing. "We are reflecting on our roots and showing you the products and design highlights of tomorrow". Martin von Freeden, Head of Design. V-ZUG will be presenting itself in an exhibition created with the renowned Italian architect and interior designer Elisa Ossino, who embraced the project after understanding the core values at the base of V-ZUG: *"When I saw for the first time these ovens and this incredible technology of vapor I was immediately in love with it. The formal cleanliness of the product and its emotional component were the starting point for designing the project. The booth plan has a central and symmetrical layout, characterized by two long lines dedicated to services where the products of V-ZUG are installed as artworks in a magical and suspended atmosphere. The entire space and the custom furnitures have a refined design and use sustainable materials as a true representation V-ZUG values and products."*

Further information at: vzug.com





Photo Material



Photo 1
Strong roots since 1913 in Zug, Switzerland allow for international growth.



Photo 2
The high quality of V-ZUG products is a combination of functionality, design and precision.



Photo 3
Swiss perfection for your home thanks to maximum attention to details.

